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Message Text

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INFO OCT-01 AF-10 ISO-00 SS-20 EB-11 RSC-01 /043 R

66604
DRAFTED BY COM/BIC/OIM/AF:RPRYDLUN
APPROVED BY EB/OCA/REP:GPWILSON
STATE/AF:LMWHITE
STATE/AF/NI:ARKMCKEE
STATE/EB/CBA/OCA/BR:IAWILLIAMSON
COM/BIC/OIM/AF:TFFIEDLER
COM/BIC/OED:CATKINS
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R 071922Z MAR 74
FM SECSTATE WASHDC
TO AMEMBASSY LAGOS

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E.O. 11652: N/A
TAGS: BEXP, NI
SUBJECT: PETROCHEMICAL TECHNICAL SALES SEMINAR
CANCELLATION

REF: A. STATE 022645 B. LAGOS 1181
C. LAGOS 1239 D. LAGOS 1308
E. LAGOS 1309 F. LAGOS 1458
G. LAGOS 1472

SUMMARY: PROPOSED PETROCHEMICAL SEMINAR GREW OUT OF NUMBER ONE PRIORITY U.S. SALES OPPORTUNITY IN NIGERIA AS PER EMBASSY SECTOR REPORTING AND LAGOS A-3. HOWEVER, THEME SELECTION AND TIMING SEEM TO HAVE BEEN OVERSHADOWED BY FAST GATHERING GLOOM OF WORLD-WIDE ENERGY CRISIS AND ACCOMPANYING DOUBTS BY U.S. COMPANIES ON THEIR RELATED OVERSEAS ACTIVITIES. ON BASIS EXCELLENT OBJECTIVE CONTENT REFTELS B THRU G, WE HAVE DECIDED TO ABORT SUBJECT SEMINAR. AN ENUMERATION OF THE FACTORS IN THIS DECISION MAY HELP IN PLANNING FOR SUCCESSOR OR ALTERNATE TRADE PROMOTION ACTIVITY SO THAT ALL EFFORTS
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EXPENDED PLANNING THIS EVENT WILL NOT HAVE BEEN IN VAIN:

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1. FEW, IF ANY, U.S. NEW-TO-EXPORT (NTE) OR U.S NEW-TO-MARKET (NTM) INTERESTS COULD BE RECRUITED FOR PROPOSED SEMINAR BECAUSE MOST CAPABLE U.S. FIRMS WERE ALREADY IN NIGERIA, THUS BEING OLD-TO-MARKET (OTM).

2. ANY NTE/NTM INTERESTS INTRODUCED IN NIGERIA BY THE SEMINAR WOULD HAVE BEEN RESENTED BY OTM COMPANIES WHO HAD USFFERED THE RIGORS OF THE NIGERIAN MARKET AND WHO CONSTITUTE ALREADY THE MAJORITY OF FOREIGN INTEREST IN NIGERIA'S DYNAMIC PETROLEUM SECTOR.

3. THE FEDERAL MILITARY GOVERNMENT OF NIGERIA (FMG) GENERALLY WISHES AVOID OVERDEPENDENCE ON ANY SINGLE FOREIGN INFLUENCE; DRAMATIC USG PROMOTION OF EXPANDED U.S. PRESENCE IN NIGERIAN PETROLEUM SECTOR AT TIME WHEN FMG REACHING MAJOR DECISIONS ON PETROLEUM PROJECTS COULD BE COUNTERPRODUCTIVE.

4. OTM FIRMS RECOMMENDED AGAINST OFFICIAL U.S. GOVERNMENT-SPONSORED SEMINAR BECAUSE IT WOULD HAVE TENDED TO FURTHER DELAY FMG DECISIONS ON OTM PROPOSALS UNDER NEGOTIATION FOR YEARS IN SOME CASES.

5. IF SEMINAR UNAVOIDABLE, MOST OTM FIRMS FELT THEY MUST PARTICIPATE TO PROTECT THEIR INTERESTS, IN WHICH CASE SEMINAR WOULD HAVE BEEN TOO LARGE AND UNWIELDLY.

6. FMG, NOT ENTIRELY SURE PURPOSE OR IMPACT SUBJECT SEMINAR, AND NATURALLY CONSCIOUS IMPORTANT "GOVERNMENT-TO-GOVERNMENT" LEVEL ACTIVITY, DESIRED POSTPONEMENT SUBJECT SEMINAR UNTIL PETROLEUM SECTOR DECISIONS ALREADY MADE WITH MINIMUM OUTSIDE PRESSURES. IN ANY CASE, DESIRED NIGERIAN OFFICIAL SPONSOR-SHIP SUBJECT SEMINAR COULD NOT HAVE BEEN EXPECTED.

7. ON BALANCE, FAVORABLE FACTORS OF OBVIOUS GOOD MARKET, AMPLE COMMERCE BUDGET AND CAPABLE POST SUPPORT OUTWEIGHED BY NEGATIVE FACTORS ABOVE. THEREFORE, SUBJECT EVENT HAS BEEN CANCELLED.

8. POST ADVISED THAT CONTINUED VIGILENCE APPRECIATED FOR LIMITED OFFICIAL USE

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U.S. TURNKEY (MAJOR PROJECTS), EQUIPMENT SALES, AND JOINT VENTURE OPPORTUNITIES AND OTHER SPECIAL TRADE PROMOTION THEMES AND TECHNIQUES. FY 1976 TRADE PROMOTION PROGRAM NOW BEING FORMULATED. KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 07 MAR 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: MorefiRH
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE045922
Document Source: CORE
Document Unique ID: 00
Drafter: RPRYDLUN
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740360/aaaacdxk.tel
Line Count: 111
Locator: TEXT ON-LINE
Office: ORIGIN COME
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: A. STATE 022645 B. LAGOS 1181
Review Action: RELEASED, APPROVED
Review Authority: MorefiRH
Review Comment: n/a
Review Content Flags:
Review Date: 03 SEP 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <03 SEP 2002 by cunninfx>; APPROVED <05-Sep-2002 by MorefiRH>
Review Markings:

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US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PETROCHEMICAL TECHNICAL SALES SEMINAR CANCELLATION
TAGS: BEXP, NI
To: LAGOS
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

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